



ART CHANGES EVERYTHING

Yesterday's Relic,
Today's Art,
Tomorrow's Tool for Change

A Presentation By:
The Berrien Artist Guild
IF-Design
St. Joseph, MI City Government

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A Project of the Berrien Artist Guild

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Michigan's *Great* Southwest



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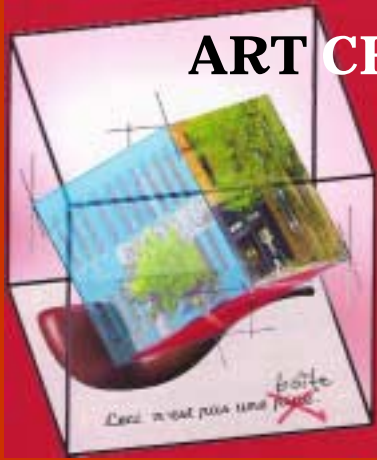


Benton Harbor, MI



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A Vibrant Arts Community

- Krasl Art Center
- The Benton Harbor Arts District
- The Southwest Symphony
- The Citadel Dance Center
- Curious Kids Museum
- Priscilla U. Burns Heritage Center

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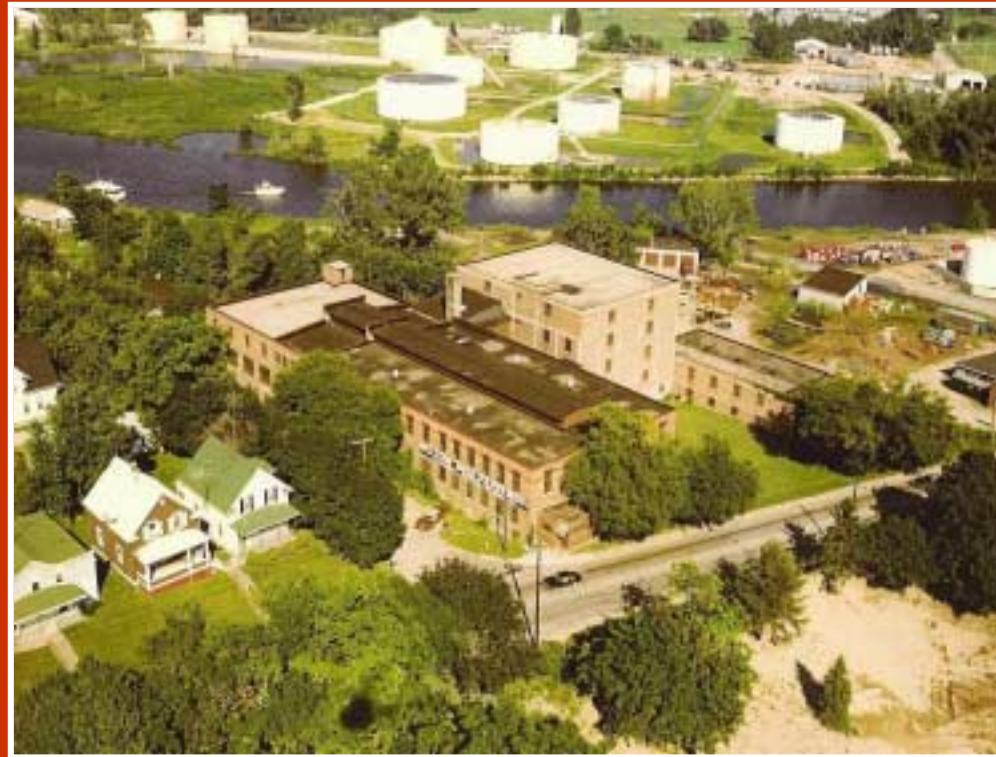


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Williams Brothers **Box Factory**



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Williams Brothers Box Factory, 1995



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A New Cultural Scene

- A place for artists to create, display works
- A multi-arts environment of quality programs
- Strong appeal to people of all ages, all backgrounds

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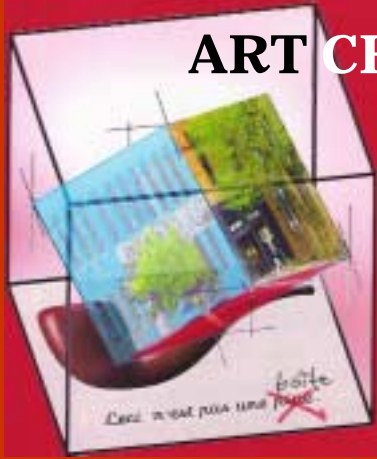
A State of the Art Facility

Box Factory for the Arts, 2003



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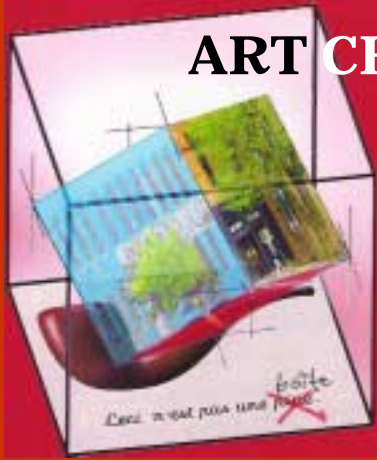
Art *Inside* “the Box”



Artists' Studios

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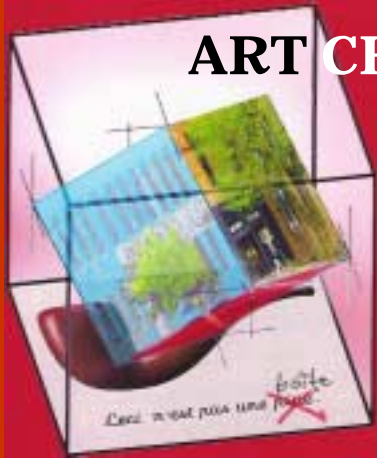
Art *Inside* “the Box”



Classrooms

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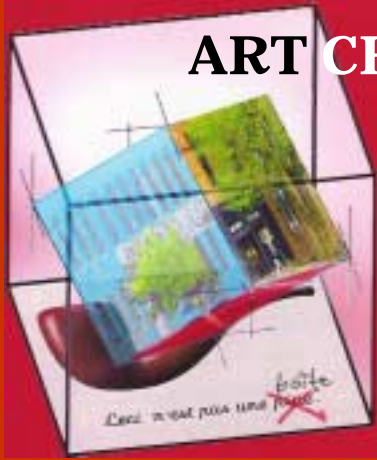
Art *Inside* “the Box”



Galleries

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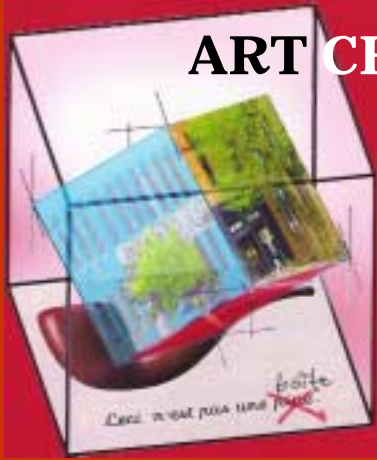
Art *Inside* “the Box”



Gift Shop

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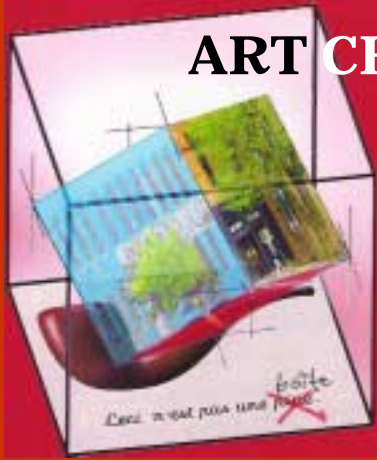
Art *Inside* “the Box”



Performing Stage

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The *Rocky Road* To Success

- Selling Art as an Investment
- Taking Financial Risks
- Volunteer Sweat Equity

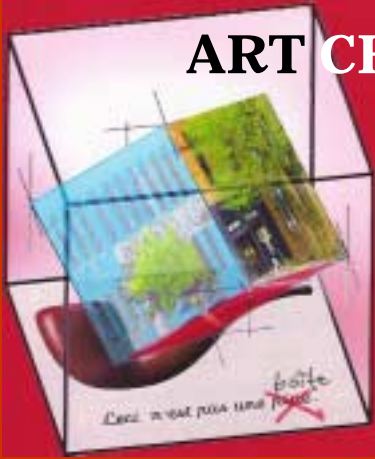
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Guild Members at Work



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The *Prototype*



Torpedo Factory, Alexandria, VA
<http://www.torpedofactory.org>

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A New Look and Feel

- Developing A Master Plan
- Working to Maintain Integrity
- Creating the Architectural Design
- Preserving and Renovating

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The *Architectural* Master Plan



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Preliminary Planning



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Final Plan

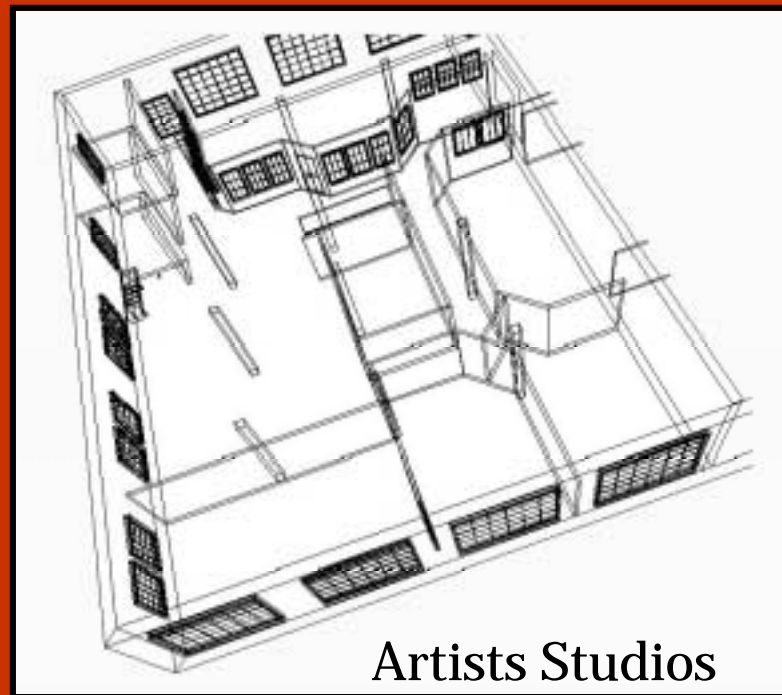


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First Projects



Artists Studios

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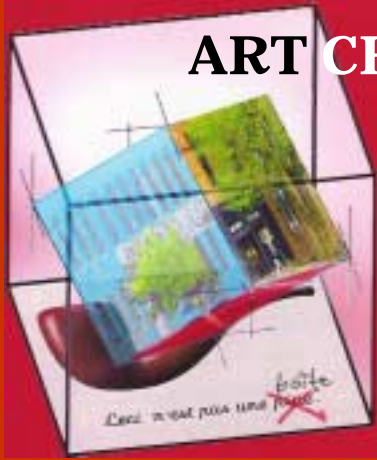


Historical Character



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Renovation Phases



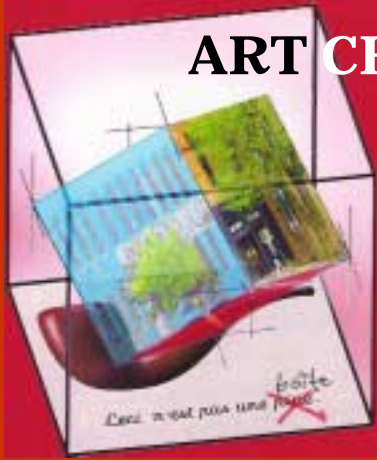
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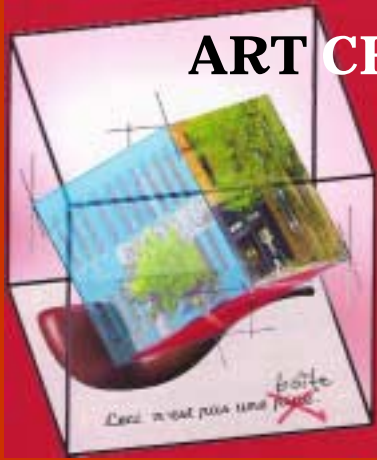
The *Future* At a Glance

- 150 Seat Performing Arts Theater
- Gift Shop Expansion
- Williams Brothers Box Factory Museum
- Ceramics Classroom
- Print Making Studio
- 18,000 Sq Ft. Additional Studio Space

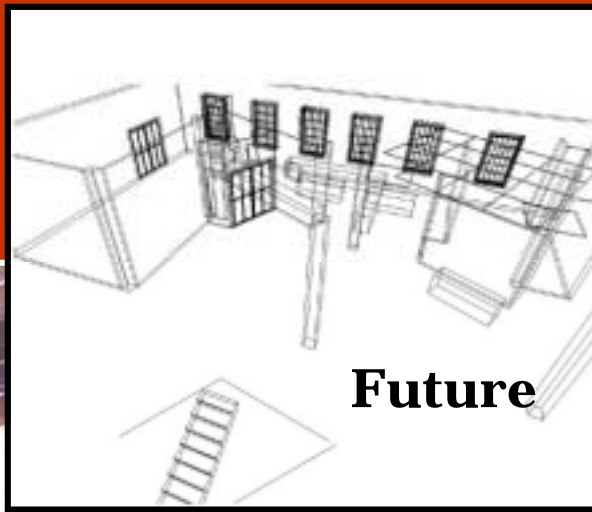
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The *Master Plan* continued



Future



Before

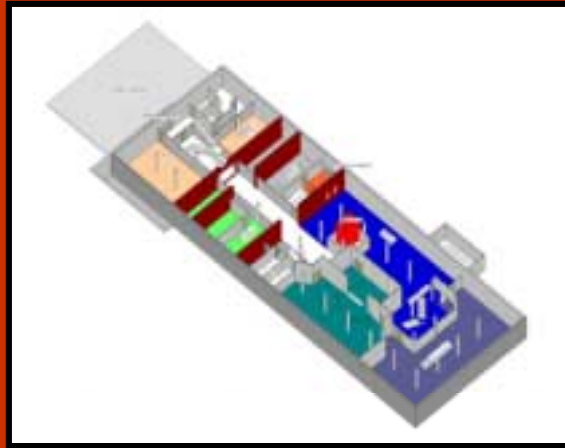
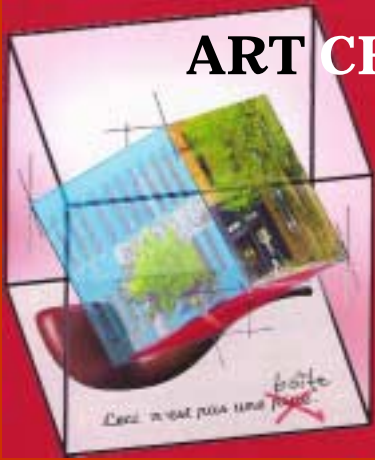


Current

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Projects *Underway*



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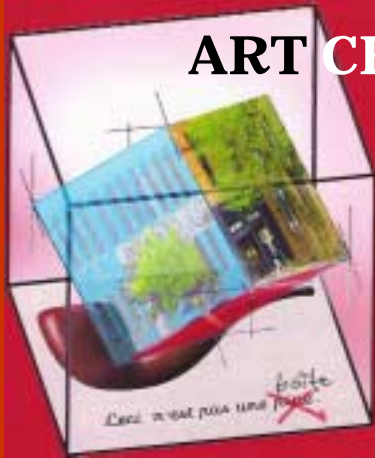
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Art *IS* Good Business

- \$38,000 Tax Revenue Generated
- 100+ People Employed
- 20,000 Visitor Traffic
- \$60,000+ Program Revenue Raised
- \$214,000 Rental Income Generated

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Jeannie's Cafe



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A Catalyst for Community Development

- Ability to attract other businesses
- Encourage neighborhood development
- Promote more tourism

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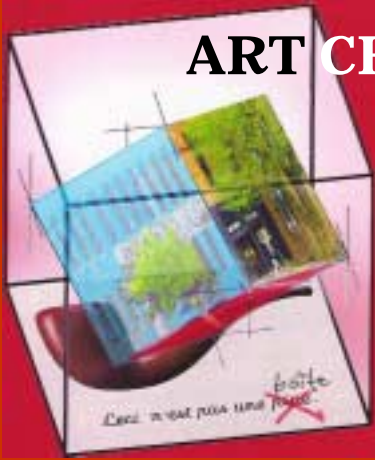


City *Parking* Lot



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Proposed *Sculpture* Garden



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Ceci n'est pas une boîte



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